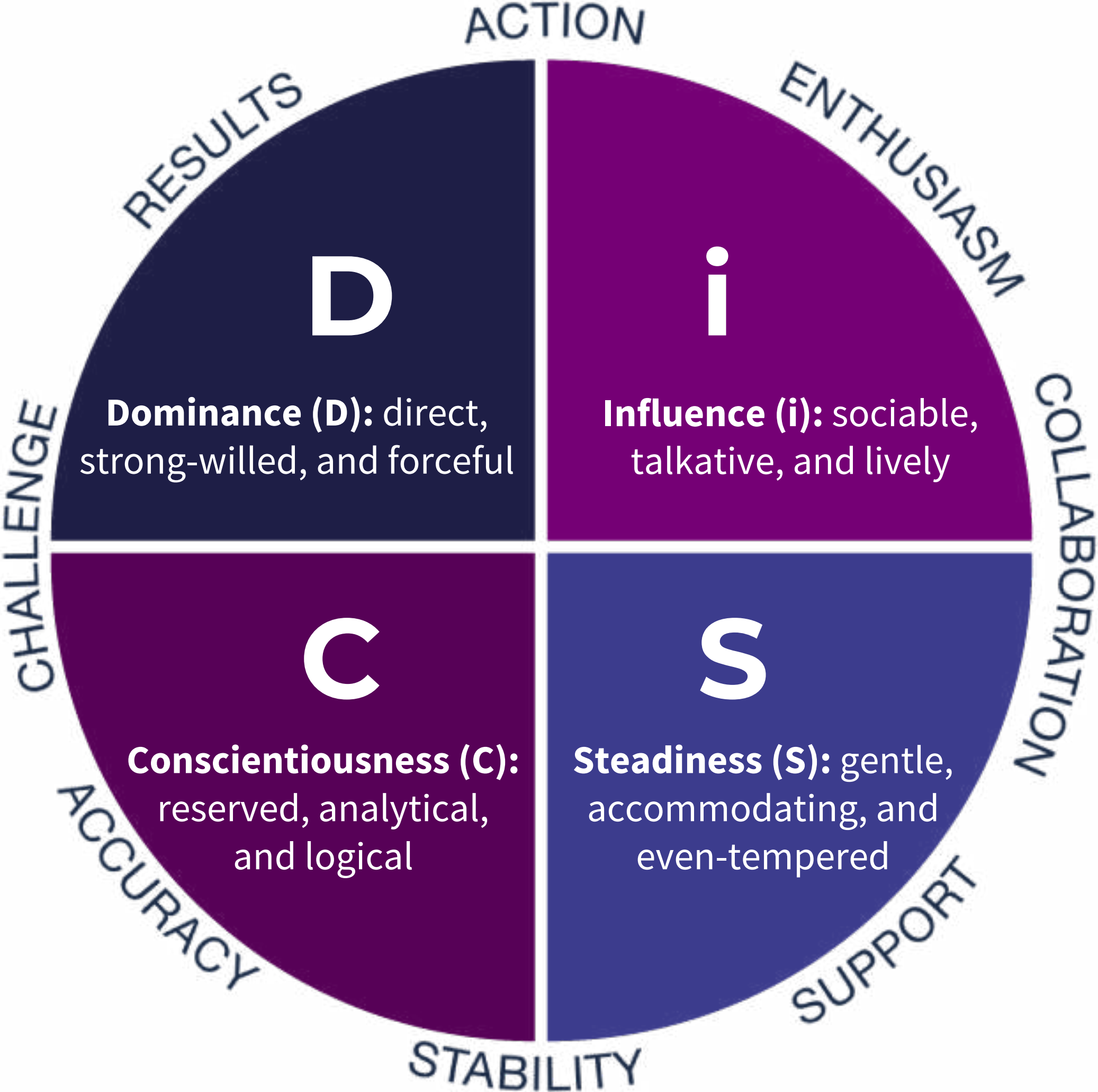


# Donor Styles

No one style is better than others. Understanding your own style can help you to work effectively with others.

The words around the circle represent what the donor values or is motivated by. Some styles share motivations, others are at odds.



**OUTGOING**

**Donors with the “D” style**

**Are motivated by:**

- Challenge
- Achievement

**Fear:**

- Failure
- Loss of Power

**May challenge you with:**

- Forceful, questioning style
- Impatience or roughness
- Focus on problems
- Can be sore losers

**“What’s in it for me?”**

**Donors with the “i” style**

**Are motivated by:**

- Recognition
- Personal approval

**Fear:**

- Loss of reputation
- Personal rejection

**May challenge you with:**

- Strong emotions
- Emphasis on style over substance
- Appearing scattered or unfocused

**“Who else is doing it?”**

**D i  
C S**

**TASK-FOCUSED**



**PEOPLE-FOCUSED**

**Donors with the “C” style**

**Are motivated by:**

- Attention to detail
- Perfection
- Truth

**Fear:**

- Inaccuracy
- Unpredictability

**May challenge you with:**

- Need for perfection, advice giving
- Delay/lengthy deliberation
- Not seeing big picture; won’t fund “outside the box”

**“Is that accurate?”**

**Donors with the “S” style**

**Are motivated by:**

- Continuity, routine
- Relationships and team harmony

**Fear:**

- Insecurity/instability
- Change

**May challenge you with:**

- Quick to agree but slow to act
- Reluctance to give critical feedback
- Withdrawal or avoidance

**“May I take notes?”**

**RESERVED**

## Likely to Enjoy Public Recognition

**Donors with the “D” style** are direct and may seem impatient or insensitive. They prefer to drive the conversation and see themselves as leaders. Once solicited, they are likely to make a fast decision but will press for results of their investment. They are more responsive to stories about outcomes than emotional appeals. Succeed with these donors by preparing to answer their challenges and allowing them to drive the meeting agenda.

**Donors with the “I” style** are social and often share openly. These donors are receptive to stories that carry an optimistic message. They often enjoy events and meeting other donors because they like to entertain and motivate others. They can mesh friendships, philanthropy, and business interests easily. Influencing and connecting people motivates them.

**D i**  
**C S**

**Receptive to:  
Outcome-Focused  
Messages**

**Receptive to:  
People-Centered  
Messages**

**Donors with the “C” style** are the most cautious donors. They are slow to deliberate a solicitation and will need a lot of information to come to a decision. These donors value accuracy and are concerned with doing the correct thing. Succeed with these donors by planning ahead, presenting details, and showing proof points. Allow ample time for questions and deliberation of a request.

**Donors with the “S” style** are your most accommodating donors. In conversation, they are good listeners and avoid conflict. Their giving may reflect their concern for people, harmony, and stability. They often prefer to stay in the background. These donors value their relationship with you and may withdraw in order to avoid discomfort.

**Likely to Request Modest/No Public Recognition**